

Communications and Constituent Services Coordinator

Department: Office of the Mayor

Division: N/A

Appointing Authority: Mayor

Grade: 3

Revision Date: 11/19

Bargaining Unit: NR

Definition

Performs highly skilled, responsible, confidential, and routine or complex administrative work to provide communications and internal and external marketing or project direction and support for the efficient operation of city administration, functions and programs; all other related work that is logical to the position as required.

Supervision

Requires high degree of individual judgment and initiative with supervision and general direction from the Mayor or designee following city rules, regulations and policies; complete assigned tasks according to a prescribed time schedule.

May supervise, direct work and/or provide basic training of volunteers, interns and/or clerical staff.

Environment

Minimal physical effort required in performing duties under typical busy office conditions. Operates standard office equipment. Noise levels are usually quiet to moderate.

Performs varied and highly responsible duties and functions requiring independent initiative and judgment to ensure compliance with applicable laws, rules, regulations, and city policies, procedures and methods.

May have access to and control of highly confidential city-wide records subject to non-disclosure or limited disclosure pursuant to statutory or departmental prescript.

Makes constant contacts with the general public; other city departments, officials, boards and committees; employees; State and Federal officials or agencies, outside organizations, vendors, contractors; and other business, legal and civic leaders.

Errors in judgment, duties or performance may cause an adverse impact on employee morale or public opinion; confusion and delay, legal or financial repercussions, waste of public funds, or lower standards of service for the city.

Essential Functions: (The essential functions or duties listed below are intended only as illustration of the various types of work that may be performed and are representative of those that must be met by an employee to successfully perform the essential functions of the job. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.)

Projects

Manages and coordinates efforts relative to the completion of major and minor projects as directed. Reviews procedures and plans for projects as directed; provides comprehensive time tables for completion of projects.

Reviews procedures and permit processes for projects. Resolves problems which arise during, before and after project completion.

Acts as liaison to city, State and federal departments along with private entities relative to special projects.

Plans and coordinates special projects as directed by the Mayor. Assists city departments and external groups on matters affecting special projects.

Meet with members of department staffs and external staff members to coordinate activities relative to special projects.

Monitors city service delivery, financial performance and the completion of specific projects, as assigned.

Outreach and Communications

Manages and coordinates proactive media and community relations, through the writing, reviewing and editing of news releases, newsletters, emails, articles, postings, publications and scripts.

Facilitates news conferences and prepare all necessary materials as needed.

Develops, implements, and maintains an effective public information program and coordinate public relations activities for City departments.

Proactively promotes City accomplishments and activities.

Be available in non-traditional work hours for presence at various special events and meetings.

Develops and executes communication plans for various City initiatives, both internally and externally.

In conjunction with the Department of Information Technology, manages City use of third-party communication websites and social media sites.

Builds and fosters long-term working relationships with various entities of importance including media, citizens, community organizations, other municipal, regional, State, and Federal officials, and other associations the City deems important to the success of its mission.

Development and maintenance of a strategic communications plan to support the City's mission and goals.

As assigned, may manage and disseminate inbound communications also intended for Mayor, including but not limited to e-mail, telephone, and social media.

Creation of communication strategies for various initiatives that the City participates in or sponsors.

Research, Analysis, & Reporting

Researches attitudes, opinions, and perceptions of selected internal and external groups and reports findings to elected officials and department heads by collecting and managing constituent concerns via surveys, web applications and focus groups.

Working with other departments in the City is able to identify, locate and extract the data necessary to perform different types of analysis as required

Analyzes data for trends as well as provides an interpretation of the data

Formats, distills and synthesizes data for presentation to Mayor and City officials

Creates/writes custom reports in order to perform analysis desired by Mayor

Special Events

As assigned may serve as liaison to community organizations or assist Office of the Mayor to coordinate proper permitting and coordination of activities.

City Standards

Assist Mayor and staff in formulation of municipal policies.

Gathers, cleans, and analyzes relevant data to monitor performance and develop recommendations.

Other duties may be required, assigned, and expected commensurate with the needs of the Mayor and the city.

Recommended Minimum Qualifications: Any combination of education and experience that would have provided the required knowledge and skills that enables performance of all aspects of the position is qualifying.

Education and Experience:

Bachelor's degree in administration, management, public relations, journalism, mass communications or related field. Computer experience including general office software applications, spreadsheets and database management. Three years office experience and preferably in a municipal or governmental setting and in dealing with the public strongly preferred.

Knowledge, Ability and Skill:

Must possess a high level of interpersonal skills to handle sensitive and confidential situations or information with considerable knowledge of the rules, regulations, procedures and functions of the office. Knowledge of the Greenfield community preferred. Position continually requires tact, diplomacy and the ability to interact in a positive and effective manner with a wide variety of individuals, including the general public, employees, city, State and Federal leaders or personnel; vendors and individuals at all levels of authority. The position requires the use of considerable independent thinking, analysis, facilitation, judgment, as well as the ability to collaborate and influence others. Strong administrative, organizational, communication skills in a multi-task environment; Ability to plan, delegate, and work independently with ability to engage in strategic thinking, resource management, managing change. Must perform all aspects of job responsibilities with honesty and integrity.

Ability to perform projects and assignments on the basis of general outlines or directions without specific instructions as to details, and to perform continuing assignments independently. Ability to prepare routine correspondence, reports and analyses and to communicate effectively orally and in writing; ability to keep accurate and detailed records; apply organizational skills efficiently with attention to detail; ability to meet deadlines and work effectively in pressure situations in a multi-task environment.

Comprehensive knowledge of principals and techniques for public outreach programs, Council-Mayor form of government and the role of communication in support of shared priorities. Knowledge of legal and procedural operations in a municipal executive office or familiarity with office work in a strict legal and procedural environment. Ability to understand and perform mathematical calculations efficiently and accurately; comprehend and make inferences from written material; learn job-related material primarily through oral instruction and observation.

Thorough working knowledge of departmental functions and operations; of standard office practices and procedures; of use and operation of standard office equipment; ability to operate a personal computer in a windows environment with proficiency in MS Office and G-Suite required; familiarity with database programs and computer hardware and software systems.

Performs varied and responsible duties requiring a thorough knowledge of city operations and the exercise of judgment and initiative in responding to inquiries, particularly in situations not clearly defined by precedent or established procedures.

Physical Requirements

Frequent sitting, talking, hearing and mental concentration for prolonged periods required; frequent use of hands and fingers to handle, feel or operate objects, tools, or controls and reach with hands and arms in operating/using various office equipment; occasionally required to lift or move records or objects of up to 15 pounds; specific vision requirements include close vision for extended periods of time at computer monitor, and ability to adjust focus, color vision and depth perception. Must be able to communicate verbally and in writing and be understood clearly; ability to operate a personal computer or other keyboard device utilizing a windows environment and to operate a keyboard and standard office equipment at efficient speed.

Special Requirements: Must successfully pass CORI/ SORI checks.

(This job description does not constitute an employment agreement between the employer and employee. It is used as a guide for personnel actions and is subject to change by the employer as the needs of the employer and requirements of the job change.)

Approved:

EXECUTED 12/18/2019 AND ON FILE IN THE HR DEPARTMENT

Human Resources Director

Date

Revision History: Initial 5.16, 11/19

Mayor